



Utah Department of Health

Media Advisory

For Immediate Release
Tuesday, September 28, 2004
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The Utah Department of Health and Phoenix Alliance Launch Truth from Youth Anti-tobacco Advertising Contest

With the “Make Your Mom Cringe Hidden Talent Competition” for Kids

- WHO:** The Utah Department of Health (UDOH) and the Phoenix Alliance youth advocacy group invites Utah’s youth to compete in the “Make Your Mom Cringe Hidden Talent Competition” to launch the 2005 Truth from Youth Anti-tobacco Advertising Contest.
- WHAT:** Youth ages 5-18 will compete to be the ultimate “stupid human trick” champion in a David Letterman-style “Make Your Mom Cringe Hidden Talent Competition.” Examples of tricks include silly songs, armpit noises, crazy dancing, double-jointed, and impressions.
- WHY:** Each day more than 3,000 people under the age of 18 become regular smokers—more than one million teens per year. Almost one-half will eventually die from a tobacco-related disease.
- The “Make Your Mom Cringe Hidden Talent Competition” will launch the 2005 Truth from Youth Anti-tobacco Advertising Contest, themed “Make your Parents Proud for a Change.” Kids can sometimes do things that might embarrass their parents, but entering the advertising contest and being tobacco free are things that really make them proud. The contest will be a fun way to send the message that smoking or chewing tobacco does not make parents proud, is unhealthy and dangerous.
- WHEN:** Saturday, October 9, 2004, from 1-3 p.m.
- WHERE:** The Fountain Court Area in the South Towne Center Mall, which is located on the Northwest lower level of the Mall.
- The South Towne Center Mall
10450 South State Street
South Jordan, UT

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